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Contract

Strategic Brand Development and Guardianship

Transport for Wales

F03: Contract award notice

Notice identifier: 2023/S 000-011436

Procurement identifier (OCID): ocds-h6vhtk-038959

Published 21 April 2023, 10:12am

Section I: Contracting authority

I.1) Name and addresses

Transport for Wales

3 Llys Cadwyn, Taff Street

Pontypridd

CF37 4TH

Email

procurement@tfw.wales

Telephone

+44 2921673434

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://tfw.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA50685

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Transport

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Strategic Brand Development and Guardianship

Reference number

C000713.00

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Welsh Government has declared a climate change emergency and we're here to change the way Wales travels. We want to inspire people to think differently about the way they travel and for walking, wheeling, cycling, and travelling by public transport to be their preferred choice. We have already made a big impact on many people's lives, and this will continue as we develop a sustainable, integrated transport network across Wales.

Our aim is to increase the number of journeys by active travel or public transport by 40% by 2040. This is the target set in the Welsh Government's strategy for the future of transport in Wales - Llwybr Newydd: the Wales Transport Strategy 2021.

We know what we need to achieve, and we have a clear mission, vision, and values. We also know that changing the way we travel isn't about one big statement. It's about us all making changes, big and small, in the coming years.

Our brand helps us to bring our ambitions to life. We aim to encourage people to trust and believe in us and to commit to changing their behaviour, travelling more sustainably, and doing their bit for all our futures. We're implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role as the transformation grows.

We're building a bilingual, customer-focused, and multimodal brand that's trusted and

respected by our key audiences and becomes a key part of the fabric of Welsh life. We also want our brand to continue to be a respected member of the Cymru Wales nation brand family.

This contract will help us develop and deliver our brand strategy and build our brand over the long-term to elevate our brand's status and increase engagement with our key audiences.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £600,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Our brand helps us to bring our ambitions to life. We aim to encourage people to trust and believe in us and to commit to changing their behaviour, travelling more sustainably, and doing their bit for all our futures. We're implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role as the transformation grows.

We're building a bilingual, customer-focused, and multimodal brand that's trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life. We also want our brand to continue to be a respected member of the Cymru Wales nation brand family.

This contract will help us develop and deliver our brand strategy and build our brand over the

long-term to elevate our brand's status and increase engagement with our key audiences.

We are looking to appoint a partner to help us build our brand and deliver the requirements of this contract with the following key areas of focus, but not limited to:

Strategic brand development and creative direction

Brand management and guardianship

Brand identity and standards

Research and insight

Specialist expertise

II.2.5) Award criteria

Quality criterion - Name: Understanding of our requirements / Weighting: 10

Quality criterion - Name: Proposed strategic approach / Weighting: 15

Quality criterion - Name: Effectiveness of the proposed approach / Weighting: 10

Quality criterion - Name: Understanding us and our strategic ambitions / Weighting: 15

Quality criterion - Name: Understanding of TfW's target audiences / Weighting: 10

Quality criterion - Name: Proposed team / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for up to two periods of 12 months each.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-033868](#)

Section V. Award of contract

Contract No

C000713.00

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 March 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

uned studio

96 Lavernock Road

Penarth

CF643QF

Telephone

+44 7813330606

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £600,000

Total value of the contract/lot: £600,000

Section VI. Complementary information

VI.3) Additional information

Tender documents will be available via eTenderWales at:

<https://etenderwales.bravosolution.co.uk/>

Please refer to project_51862 and ITT_99369 - Strategic Brand Development and Guardianship to obtain the tender documentation.

Any tenderer queries and responses and any circulars that may be issued during the tender period are to be communicated exclusively via the eTenderWales portal only. All responses will be shared with all tenderers unless the query is deemed confidential or commercially sensitive.

(WA Ref:130970)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom